

2011 Dealer Sales Meeting

September 2011

ANNUAL SALES MINI-MEETING

Our Annual Dealer's Sales MiniMeeting was attended by our leading Franchisee Dealers, who agreed that there were substantial benefit to their business in attending these annual events.

None the least is realising the difference between selling styles in the metropolitan areas and the sub-urban areas - and the similarity of customer groups in the smaller regions.

As I have previously mentioned, the Auckland City area is predominated by "The Lady of the House" who seems to be the deciding household person in the pool presentation, so your "Sales Presentation" is geared to wards them.

Almost 90% of our Auckland city sales presentations are with the female side of the family, and as a general rule, if the lady likes what you say you have a far greater chance of signing up a pool than if she does NOT like you are what you tell her!

For whatever reason, Sub-Urban and Rural style areas still continue the old "Kiwi Tradition" of "The Man wears the Trousers in the House"!

But hey! you have to **go with the flow**, and what works in the "Big Smoke" obviously will get you nowhere in the sub-urban areas - but keep a keen eye out if you are confronted with both husband and wife at a site meeting. Carefully ensure that you don't offend the "power behind the throne" - either HE or SHE!

STATE OF THE NATION

Two years Approval Statistics (April 1 to March 30) 2010 and 2011 show a NZ decline of 7.7% overall and indicates where the swimming pool industry is heading - or has been!.

Swimming pool Building Approvals issued compared to the numbers that were sold by local Dealers gives an indication of performance. Good information, thanks Steve Budden!

It became obvious that those present at the Mini-Meeting were Cascade's most productive Dealers, and their enthusiasm should set other Dealers a target to aim for!

In 2005 Cascade held the enviable position of selling 24.7% of all pools sold in New Zealand's most prosperous regions. Since then, an increase in competition from imported fibreglass pool companies have taken market share and currently Cascade holds only 10% of the same market.

Still - that's not THAT bad, as at last count fifteen new fibreglass pools have been introduced into the marketplace in the past few years. And some of them must be suffering!

If our Dealers can attain and hold 10% market share over the next few years, we should all be very happy! It's statistically possible for you to achieve 10% market share in your franchise area!



Here's your SALES TARGET for 2012 as a percentage INCREASE in your area:

Your Area	Sales Increase	Area Total	2012 Target
Kapiti	4%	33	2
Waikato	5%	219	11
Palmerston Nth	7%	35	2
Northland	7%	76	4
Ashburton/Chch	9%	183	9
Hawkes Bay	10%	112	5
Tasman/Marlb	10%	100	5

It looks a bit daunting in some areas, especially Canterbury - but wouldn't it be great if you could reach your potential & meet the potential for Cascade pools sold in your region! It's statistically possible for you to achieve 10% market share in your dealer area - if you try hard enough!

Someone is selling pools in your area - why not make it YOU?

WHAT DO YOU WANT?

We sometimes forget to ask our "prospects" (i.e. pre-sale pool inquiries) WHAT it is that they want from a pool builder. Perhaps the best opening line when you meet a new prospect at his/her home, is to ask this simple question:

"What do you want from me?"

Many sales people make the mistake of "showing off their knowledge and skills" and miss the most important thing of all:

They DON'T LISTEN TO THEIR CUSTOMER!

If you don't satisfy their particular requirements, or answer their (unasked) questions, you will never sell them a pool! YES - it's important that you appear confident and knowledgeable, and have a thorough

knowledge of our product, but it is essential that you find out what they are thinking – and the best way is

... TO ASK THEM!

Armed with their own opinions and feelings about swimming pools, you will then be able to mentally formulate the right approach to these particular prospects.

MAKE NOTES as they talk. Use the sheet included with this newsletter.

List the things they tell you that they think are important, so you can deal with them in order. This could take ten or fifteen minutes!

BUT - don't respond too soon – wait until they have expressed all their thoughts to you.

Once they have expressed their thoughts, you are better able to formulate what you will say to them.

Remember:

The path to a successful sale is to REMOVE ALL OBJECTIONS

You won't know what these are IF YOU DON'T ASK THEM!

For example: Often, prospects I have been interviewing tell me

“I don't want a chlorine pool – my son/daughter is allergic to chlorine, so I want a Salt pool!”

Don't be tempted to counter these thoughts too soon – wait until they have exhausted their thoughts. That's why you should make a list)

i.e. (1.) They don't want a chlorine pool - but they do think they want Salt etc. so advise them!

After a few minutes, you will have a list of “What they think” – and this is the BEST AMMUNITION you can have in selling them a swimming pool!

“The path to a successful sale is to remove all your prospects objections”

Once you have your LIST you can slowly work through your presentation and start assuring them the YOU are the best person to deal with – even if you have to disagree with some of their ideas.

(i.e. by electrolysing saline water you **CREATE CHLORINE (HOCL & OCL) & CAUSTIC SODA** in the pool!

It creates BOTH **Sodium Hypochlorite -and- Sodium Hydroxide (aka Caustic Soda also sold as Drain-O!)**. Would you have YOUR kids swimming in Drain Cleaner?

A recent device on the market substitutes Magnesium Chloride with added Potassium Chloride “a.k.a. Potash” to satisfy some Aussie States rules on backwashing pools – but the principle is the same)

I personally don't like selling either of these “Saline Chlorinators” – even though Cascade was the first pool company in the world to market our invention the **Aquatech Chlorine Maker IG450** back in 1972!

For 23 years until 1994 we installed more than 5,000 “Salties” in pools.
<http://www.cascade.co.nz/SaltWater2009.htm>

Because of the high pH that the Caustic Soda creates in the pool, (and we all know - or should know) that once the pH exceeds 8.0 the effectiveness of HOCL (the “good” chlorine) is reduced below effectiveness and at pH 10.0 to 15% so effectively the pool is **“unprotected against bacteria”** even though it doesn't go green!

If they seriously LIKE “salt water” you can always add a few bags of salt in the pool!

I hear it all the time “I know (enter name here) who has a salt chlorinator and thinks it's great!”

THAT'S BECAUSE THE POOL DOES NOT GO GREEN - but they DON'T REALISE that their KIDS are UNPROTECTED!

Personally, I like to push the ADVANTAGES of “Activated Oxygen” (as the Americans call O³ Ozone.)

OZONE is cheap to produce. The pool water is clear and clean – and safe to drink.

DELL OZONE GENERATOR



OZONE RULES!

The Corona Discharge version consumes very little power! This Dell model will be available from us for the Summer of 2012 and carries a 5 year guarantee.

OTHER SALES TOOLS

Something we didn't realise when we started using Cascade USA's fantastic AQUAGENIE skimmers was that the process of “suck 50 mm and push 40 mm” created high pressure in the Plenum Chamber. The recirculating water is returned forcefully to the pool floor via the downwards facing faceplate slot.

This process creates MICRO BUBBLES of OZONE that are squirted to the bottom of the pool, and – as they are lighter than water – they slowly rise to the pool surface where they recombine with to form oxygen again! Fan Bloody Tastic!

Activated Oxygen (depending what you read) has between 30 and 300 times the knock-down power of Chlorine, and – as we are all aware – there is NO CHANCE of the “chlorine smell” that occurs when partial oxidation (the “Chlorine Smell”) of nitrogen based matter (skin, urine, hair etc) takes place WHEN THE pH RISES ABOVE 8.0!

Seriously, folks – the pool water is so clean and good smelling, you can drink it! Especially if you include Filtermaster's Electrostatic Charged Glass Media as an option instead of sand filtration!

The Aquagenie + OZONE combination is a WIN – WIN proposition for your clients!

SOLAR ENERGY FOR POOL HEATING:

Your prospect MAY have mentioned "Environmental concerns" – although that issue is getting a little old-hat these days. What is probably more of interest to them is SAVING COST on their POOL HEATING.

You MUST mention the 90 mm INFILLFOAM upgrade that definitely adds a new dimension to their pool use – by retaining SOLAR HEAT from sunlight and SAVING THEM MONEY in pool heating by eliminating almost 100% of the heat loss that other pools lose through their pool walls.

Recycled refrigeration grade styrene foam blocks form an integral part of the Cascade ULTIMATE pool wall design. At 90 mm thick by 600 mm wide and 900 mm tall these foam blocks insulate 87% of the pool wall against heat loss common to pools with thinner walls – notably Fibreglass with their "pencil thin" wall thickness. (Carry a standard school-type H4 pencil with you and hold it up to illustrate how thin some pools are)

Then I spread my thumb and first-finger apart in a "grasping motion" to illustrate the "thickness" of the Cascade ULTIMATE pool wall.



Theatrical?

Yes, but it DOES illustrate the difference between our pools and theirs.

When you consider that a swimming pool is a "structure inside a hole in the ground" and that the outside surround of the pool is usually "back filled" with some form of drainage material or sand, it becomes clear that existing ground-water (*that is almost always present and moving through the ground and pool area*) is a great POOL WATER HEAT TRANSFER MECHANISM!

Compare the difference between "Warm" pool water separated from "Cold" ground-water by only the thickness of a pencil, and the 90 mm thick

INSULATION FOAM of the Cascade ULTIMATE pool, then they SHOULD understand the extra ENERGY that is being wasted in heating their pool if it's NOT an insulated CASCADE pool!

Our current Sales Promotion for this Spring includes a .300 mU Solar Blanket with every ULTIMATE pool sold, and we will include this in the Pool Kit at no extra cost until further notice

The INFILLFOAM + Thermal Solar Cover will guarantee the client the WARMEST POOL at the LOWEST COST from all the others – especially the "Pencil Thin" fibreglass imports!

VINYL LINERS

Many of your opposition will use disparaging remarks about "vinyl liner pools" as being "cheap" and not lasting very long. This is their way of "selling" – by rubbishing the opposition! They create a false impression of cheapness and short life by comparing Cascade to the low cost Para type pools.

I tend to use the words AQUALUX INTERIOR rather than "vinyl" - but if cornered, I inform them that our Aqualux interior is basically composed of virtually the same material that the fibreglass pool is made from – "Chlorinated Polyvinylchloride Thermoflex" as opposed to "Chlorinated Polyvinylchloride Thermoset" whereas fibreglass products go through a further manufacturing chemical process that hardens the resins artificially – either by using Cobalt Pigment as a Heat Generator in contact with air, or (more commonly with Aussie imports) baking in a Huge oven. This process cannot be reversed, so that when a fibreglass pool reaches its design life of fifteen years or so it must be "chainsawed up and dumped in a land-fill" – whereas our Aqualux interiors will be recycled into "garden hoses and children's toys".

When our Aqualux Interiors reach their design life of 25 + years, they can be replaced in one or two days whereas the 'glass pool has to be removed and a NEW ONE fitted!

If asked for the cost of replacing the interior, I generally indicate a cost of around 25% to 30% of the current new cost of the swimming pool (including replacing the old copings).

NOISE

The sound generated by the pool equipment is something we are very conscious of – especially here in Auckland. The FILTERMASTER equipment we use is amongst the quietest available – both pool pumps and heat pumps. We have tried other equipment but so far have not found any equipment that has the quality and backup provided by Steve at Filtermaster. You may want to point out to your prospect that there are MUCH CHEAPER heat pumps available, but "you get what you pay for" and you "may be able" to provide these items – but with reduced warranty and expected life-times. Don't go there!

WARRANTY

Some of the imported fibreglass pools proclaim a "LIFETIME GUARANTEE" – but I seriously ask them how do they quantify this in terms of years? Our Pool Guarantee states the

"expected lifetime" of the products we supply, and there is no subterfuge involved - and no guessing what the guarantees are! Our Guarantee is available on our web site for your prospects to view.

CLASSIC POOL RANGE

We are constantly fighting the competition on price, and I have many spent years putting upwards pressure on retail prices - almost against all odds for a vinyl pool system - and to the benefit of ALL pool companies! I would hate to see what pool prices would be without Cascade's relentless upwards pressure - probably like Aussie where a 15 x 30 foot concrete pool is still only \$20,000 or so!

The introduction of the ULTIMATE pool almost 10 years ago raised the bar as far as our competition was concerned. they could no longer compare us with "cheap" Para type pools, as we pushed the advantage and long life of the top quality ABGAL 770 Pool Interiors "Aqualux Interior with a 20 year guarantee"

We are still struggling over price - even with the Standard ULTIMATE pool starting at \$1,410 a meter (\$1,180 in the Country pricelists)

It's probably time to reintroduce the old CLASSIC pool range. We have a few Classic Pool Kits in stock,

and can produce more if they take off, so we have added them to the on-line POOL COST web page.

Our Classic pool kits will cost you \$546 Inc GST per lin M ex Auckland. Check the web site for details of the Pool Specs and Equipment listing.

We assume you will try these pools at \$1,000 per lineal meter Inc GST, so a "Jupiter" size pool that costs you \$13,700 and sell for \$25,200 should yield a difference of \$11,500 Inc GST

The Classic range will be the original Cascade pools that were sold in great quantities from the early 1970's until 2004. They are non-structural (you must backfill as the pool fills) and should not be emptied. We plan to use a 80mm concrete floor in the pools we sell in Auckland rather than the sand/cement plaster version.

This allows us to use the same concrete for the Triangulated Brace Assemblies that support the pool panels, and eliminates the need to mix the brace assembly concrete on-site - but will possibly cost more in material (not counting labour costs).

Two alternatives for floor shape are shown at right, remembering that the .50mm "Blue" liners will be made "Flat Bottom" so don't get too carried away with depths beyond 300mm - 400mm below the toe-ledge!

A concrete floor will be "shaped" or bowl-like, whereas the plastered cement floor will probably have to have stringlines to achieve the gradual sloping floor.

Hopefully, by reintroducing the Classic

rounded style concrete floor

formal style sand/cement floor

pool range you will boost your income over the coming summer!

DEALER REWARDS

For a number of reasons, the Dealer Rewards program has been suspended indefinitely. This year the Port Douglas trip was great fun, but we want to have more Dealers earn enough points to attend an event.

From July this year we have been introduced a modified scheme which we hope will involve more of the smaller Dealers in the annual event.

We will also allot 2.5% of your purchase value with us towards our Advertising Budget which should benefit you all by way of (1.) some newspaper print adverts and (2.) other methods that we propose which should increase sales inquiries through our web page.

Details of the Dealer Conference 2012 will soon be up on the CASDLR2011 web page, and we hope to have a "Long Weekend Getaway" in Auckland next year (Friday - Monday) and hopefully the revised Dealer Rewards program will allow more of you to attend.

Thank you all for your support, I hope you have a great "Summer of 2012"!



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NZMPB Licensed Builder #108/
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